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Substitute for form 1449A/PTO

*Complete If Known*

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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of

18

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

Sheet	1	of	18	Attorney Docket Number	11032-3037
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### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
AD		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
		4,775,935		YOURICK	10-04-1988	
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		5,027,400		BAJI et al.	06-25-1991	
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Examiner Signature	Date Considered
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Substitute for form 1449A/PTO				<i>Complete If Known</i>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/757,389
Sheet	2	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

AD	5,515,270		WEINBLATT	05-07-1996	
	5,537,542		EILERT et al.	07-16-1996	
	5,550,746		JACOBS	08-27-1996	
	5,559,548		DAVIS et al.	09-24-1996	
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	5,568,612		BARRETT et al.	10-22-1996	
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	5,584,025		KEITHLEY et al.	12-10-1996	
	5,594,910		FILEPP et al.	01-14-1997	
	5,598,536		SLAUGHTER, III et al.	01-28-1997	
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Examiner Signature	Date Considered
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Sheet

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of

18

Application Number

09/757,389

Filing Date

08 January 2001

First Named Inventor

ADDANTE, Frank

Group Art Unit

3622

Examiner Name

Duran, Arthur D.

Attorney Docket Number

11032-3037

AD				
	5,768,521	DEDRICK	06-16-1998	
	5,774,170	HITE et al.	06-30-1998	
	5,778,367	WESINGER, JR. et al.	07-07-1998	
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Examiner  
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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>		Application Number	09/757,389
Sheet	4	of	18
		Examiner Name	Duran, Arthur D.
		Attorney Docket Number	11032-3037

AD	Serial Number	Inventor	Date
	6,016,509	DEDRICK	01-18-2000
	6,020,887	LORING et al.	02-01-2000
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	2003/0023489	MCGUIRE et al.	01-30-2003

Examiner Signature	Date Considered
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				Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
Sheet	5	of	18	Attorney Docket Number	11032-3037

FOREIGN PATENT DOCUMENTS							
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sub>6</sub>
		Office <sup>2</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)			
AD		DE	19528911	A1	GOLDSCHIEDER	02-12-1997	
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987	
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		WO (EP)	95/16971 (0 734 556)	A1,A4	GIFFORD	06-22-1995	
		WO	96/30864	A1	SCHENA et al.	10-03-1996	
		WO	96/31848	A2,A3	BURDON et al.	09-10-1996	

Examiner Signature	Date Considered
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Sheet	6	of	18	Attorney Docket Number	11032-3037

AD		WO	96/36926	A1	MCDONALD et al.	11-21-1996		
	↓	WO	96/38796	A1	MOHR	12-05-1996		
		WO (EP)	96/38796 (0 829 058)	B1	MOHR	03-18-1998		
		WO	96/39668	A1	TOADER	12-12-1996		
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		WO	01/65747	A1	ELDERING et al.	09-07-2001		

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OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS				
Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		T <sup>2</sup>
AD		17625888; Java and Blackbird: extending the Web.....; Seybold Report on Publishing Systems; October 23, 1995		
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995		
		17594025; HotWired and Neilsem team to verify usage data; Electronic Marketplace Report; July 4, 1995		
		17225819; Write once, publish many times; Ratcliffe; Digital Media; August 7, 1995		
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		17244186; Free E-Mail with Postage Stamp "Ads"; Newsbytes; July 3, 1995		
		CWK19951009S0006; Search-engine advertising; Frook; Communications Week; November 9, 1995		
		www5conf.inria.fr; Ubiquitous Advertising on the WWW; Kohda et al; Fifth International WWW Conference; May 6-10, 1996		
		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (<http://www.bountyquest.com/>; printed on 3/9/01)		
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (<http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)		
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (<http://www.bountyquest.com/winner/bschuster.htm; printed on 3/9/01)		
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; (<http://www.bountyquest.com/patentinfo/doubleclickart.htm; printed on 3/9/01)		
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); (<http://www.bountyquest.com/images/doubleclickPage9.gif; printed on 3/9/01)		
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; (<http://bountyquest.com/images/doubleclickGet.gif; printed on 3/9/01)		
↓		CNET Press Release titled "About CNET; (<http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html; printed on 3/9/01)		

Examiner Signature	Date Considered
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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449A/PTO				<i>Complete if Known</i>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/757,389
Sheet	8	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

AD		ADMedium Newsletter linked from Bounty Quest Website; ( <a href="http://uts.cc.utexas.edu/tecas/nl9_2_96.html">http://uts.cc.utexas.edu/tecas/nl9_2_96.html</a> ; printed on 4/4/01)	
		Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss. 2. Available online at <a href="http://internetwork.com">http://internetwork.com</a> . Feb. 1996.	
		Metcalf, Bob "From the Ether", InfoWorld, v.18 iss.3. Available at <a href="http://infoworld.com">http://infoworld.com</a> , Aug. 1996.	
		NetGravity AdServer 2.0 Announcement. Available at <a href="http://netgravity.com">http://netgravity.com</a> , Oct. 1996.	
		Kohda Yet al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pp. 1493-1499.	
		Cashing In: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.	
		Improved Internet security enabling..., PC Week, v12, n11, p1(2), 3/20/1995.	
		Internet access: Internet marketing revolution..., EDGE Work-Group Computing Report, v7, n316, p2(1), 6/3/1996.	
		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising." EDGE, v11, p43(1), 16 December 1996.	
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.	
		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.	
		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.	
		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.	
		Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; ( <a href="http://www.zeff.com/learn/zdu/advertising/zinman.html">http://www.zeff.com/learn/zdu/advertising/zinman.html</a> ; printed on 2/7/00)	
		CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; ( <a href="http://home.cnet.com/aboutcnet/0-13613-7-808021.html">http://home.cnet.com/aboutcnet/0-13613-7-808021.html</a> ; printed on 11/26/99)	
		Hypertext Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)	
↓		Webster's Third New International Dictionary of the English Language Unabridged, 1967, page 2171 "some"	

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Substitute for form 1449A/PTO				Complete If Known	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/757,389
Sheet	9	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

AD	Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"	
	Bill Harvey, The Expanded ARF Model: Bridge to the Accountable Advertising Future, Journal of Advertising Research, March/April 1997, pp. 11-20	
	Cespedes & Smith, Database Marketing: New Rules for Policy and Practice, Sloan Management Review, Summer, 1993, pp. 7-22	
	Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247	
	Miller, B., "GroupLens: An Open Architecture for Collaborative Filtering," ftp://ftp.cs.umn.edu/users/bmiller/prop.ps, Univ. of Minn., pp. 1-18, Oct. 1995	
	Upendra Shardanand, "Social Information Filtering for Music Recommendation" Sep. 1994, pp. 1-93, Massachusetts Institute of Technology, Thesis.	
	"WWW.barnesandnoble.com" ("WWW.firefly.com"), web site pages, 12 pages, printed out on Jan. 21, 1998 (origination date unknown)	
	"WWW.amazon.com", web site pages, 15 pages, printed out on Jan. 21, 1998 (origination date unknown)	
	Microsoft Press Computer Dictionary Third Edition, 1997, pp. 271 ("junction"), 285 ("link"), 331 ("node")	
	51st IETF - Whois enhancement BOF (whoisfix), August 1, 2001	
	DOUBLECLICK MEASURES BEYOND THE CLICK WITH NEW "SPOTLIGHT" SOFTWARE, September 4, 1996, Doubleclick	
	DOUBLECLICK UNVEILS INTERNET AD TRACKING PRODUCT, September 4, 1996, Reuter Financial Report	
	DOUBLECLICK SHINES ITS SPOTLIGHT, September 5, 1996, Advertising Age - Interactive Daily	
	SPOTLIGHT ON DOUBLECLICK, September 13, 1996, Information & Interactive Services Report	
	TRACKING SERVICES TALLIES AD RESPONSE, ONLINE ORDERS, September 16, 1996, DMNews	
↓	LURING IN CUSTOMERS VIA WEB ADVERTISING, October 1996, Business Strategies	

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Substitute for form 1449A/PTO				Complete if Known	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/757,389
Sheet	10	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

AD	DAVID E. ZINMAN (founder of FocaLink), Deposition Transcript from DoubleClick, Inc. v. L90, Inc., 00 Civ. 2690, S.D.N.Y.
	RONALD A. KOVAS (CEO of FocaLink), Deposition Transcript from DoubleClick, Inc. v. L90, Inc., 00 Civ. 2690, S.D.N.Y.
	LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569
	LinkMarket; David Zinman et al.; SD005573-SD005574
	"ONLINE MARKETING..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585
	David Zinman; <a href="http://www.focalink.com/dzinman/bio.html">http://www.focalink.com/dzinman/bio.html</a> ; SD005586
	"Seeing A Gap..."; Ellis Booker; <a href="http://www.internetwork.com/print/1996/02/01/industry/ad-server.html">http://www.internetwork.com/print/1996/02/01/industry/ad-server.html</a> ; February, 1996; SD005587
	"readme. 1st..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589
	"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590
	"MEDIA DAILY SPECIAL..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592
	"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594
	"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596
	"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598
	"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601
	"Working the Web..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604
	"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607
▼	"Unraveling a tangled Web..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610

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				Application Number	09/757,389
				Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
Sheet	11	of	18	Attorney Docket Number	11032-3037

AD		"Web Site Links:..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
		"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
		"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
		"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
		Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
		FocaLink Technology; August 30, 1995; Z00010-Z00011 / SD027081-SD027082	
		Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
		For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; <a href="http://link.w3.com">http://link.w3.com</a> ; Z00014 / SD027085	
		Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
		Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
		Link Marketing; Z00022-Z00027 / SD027093-SD027098	
		LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	
		LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
V		LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	

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Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

12

of

18

### Complete If Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.

Attorney Docket Number

11032-3037

AD	FocalLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
	Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142	
	SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145	
	Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
	FocaLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
	Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
	Information Request; September 12, 1995; Z00080 / SD027151	
	Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
	FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
	Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
	RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
	RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
	RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
	Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
	Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	
	Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
↓	Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170	

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Sheet	13	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

AD	Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171
	CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172
	from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174
	We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175
	Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176
	Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178
	Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182
	FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184
	FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187
	I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188
	FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191
	Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193
	Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194
	Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196
	Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198
	Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205
↓	November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211

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Sheet	14	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

AD	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212
	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213
	FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214
	FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215
	Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216
	Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219
	FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221
	Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222
	Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225
	Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226
	Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227
	FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228
	I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229
	Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230
	FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231
	Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232
↓	Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233

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Substitute for form 1449A/PTO				<i>Complete If Known</i>	
				Application Number	09/757,389
				Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
Sheet	15	of	18	Attorney Docket Number	11032-3037

AD		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD27248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	
		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	

Examiner Signature	Date Considered
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Modified PTO/SB/08A (08-00)

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/757,389
Sheet	16	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

AD		Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
		Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
		Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
		ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
		URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
		HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
		Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
		Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
		Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
		Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
		Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
		Answer to your request; April 8, 1996; Z00223 / SD027288	
		Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	
		Oracle and Intel; April 12, 1996; Z00226 / SD027291	
↓		DoubleClick; April 16, 1996; Z00227 / SD027292	

Examiner Signature		Date Considered	
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Substitute for form 1449A/PTO				Complete If Known	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/757,389
Sheet	17	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

AD	Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293
	Fact check; May 12, 1996; Z00229 / SD027294
	IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296
	Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307
	Fact check; May 20, 1996; Z00243 / SD027308
	Cookie FAQ; May 21, 1996; Z00244 / SD027309
	Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311
	Network World Fusion; May 22, 1996; Z00247 / SD027312
	Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314
	Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315
	Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316
	DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318
	Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321
	SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322
	Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324
	NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328
↓	"FOCALINK"; DC004278A

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/757,389
Sheet	18	of	18	Filing Date	08 January 2001
				First Named Inventor	ADDANTE, Frank
				Group Art Unit	3622
				Examiner Name	Duran, Arthur D.
				Attorney Docket Number	11032-3037

AD	"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX
	" <u>Link Marketing</u> "; handwritten page; MA0001
	"Link Marketing"; LinkMarket; MA0002-MA0007
	"LinkMarket"; David Zinman et al.; MA0008-MA0027
	"Link Marketing, LLP"; MA0028-MA0029
	"Link Marketing LLP"; MA0030-MA0038
	"Escapes"; Web page; MA0039-MA0040
	"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053
	"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109
↓	"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149

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